

April 12, 2010

## *Gametime Big Win Bingo*

Following, are some important updates with respect to the launch of *Gametime Big Win Bingo*:

### **License Amendments**

If you have not already done so, please submit the completed forms to your contacts at the AGCO and Municipality as soon as possible.

### **Marketing Support**

A radio campaign has been purchased for each Ontario market in which there is a participating centre. This campaign will be scheduled to run for the week leading up to each monthly game.

As noted previously, the radio spots will incorporate the name of the participating centre in that market. In the cases where there is more than one centre in a given market, the spots will be split amongst the participating centres. If you have not already done so, please check the name that is listed for your centre on [www.gametimebingo.ca](http://www.gametimebingo.ca) as this is what will be used for the radio recording. The recording is scheduled for next week, so **please advise [magrane@sympatico.ca](mailto:magrane@sympatico.ca) of any changes by Wednesday April 14.**

Any centres that wish to purchase additional radio spots out of their local marketing funds may (at no additional cost) use the pre-recorded spots. Please note, however, that the scripts refer to "this Saturday" so they should only air during the week leading up to each monthly game.

The [gametimebingo.ca](http://gametimebingo.ca) website is being updated to feature *Gametime Big Win Bingo*. The updated site will be 'live' by April 23.

All centres will be provided with the following POS materials:

- 18"x24" Posters: 40 copies each of 4 different creative executions (total 160). This quantity will allow centres to keep the materials looking fresh over the next 8 months. Each poster will have a small 'white space' at the bottom for any additional information that you may wish to communicate;
- Winner's Posters: 32 copies of a Winner's poster templates. These templates can be localized on a monthly basis to incorporate the name and location of the \$100K winner;
- 4'x10' Banner: 1 banner per centre. These are printed on vinyl and fitted with grommets for ease of hanging – either inside or outside the centre;
- Winner's Press Release: 1 template, which can be modified to include the name and location of the monthly winner.

For those markets that require them, French POS materials will be provided in addition to English.

All POS materials will be shipped out the week of April 19 and should arrive at the centres between April 21-23.

In addition to the above, the Eng/Fr Gametime Bingo print materials that were produced last fall are being updated to remove the RUTF message and incorporate a **Gametime Big Win Bingo** promotional message. Any centre wishing to use these ads may do so at no charge. As previously, the files will include all of the fonts etc., required for publications to localize the ads for the centre. These materials will be uploaded to the following FTP by April 16:

<ftp://torfiles.intra.extremegroup.com>

Username: obdf  
Password: gametime1

Please note that the user name and password are both case sensitive.

## **Personal Bingo Verifiers (PBVs)**

We have now been advised that centres will be able to begin using PBVs for **Gametime Big Win Bingo** effective with the September 4 game. As noted previously, however, the perm for this game is proprietary to Arrow Games; as such they are currently drafting Licensing Agreements for its use. If your centre is interested in pursuing this, please contact your hand-held supplier so that they can secure the necessary agreement from Arrow.

## **Rehearsal**

Just a reminder that the rehearsal for **Gametime Big Win Bingo** has been scheduled for April 23, at 9:30 am. The call-in number and access codes will be provided before the 23<sup>rd</sup>.

If anyone has any questions, or needs additional information, please do not hesitate to contact Marian Magrane at [magrane@sympatico.ca](mailto:magrane@sympatico.ca)